growth rate, but I should still say that the poverty rate cannot be detached from the growth rate. He is not directly on poverty rate. But still it cannot be said that the growth rate has nothing to do with the poverty rate. I feel if the hon. Minister has no objection, we can postpone this question till the 9th. We will ask the Rural Development Minister... (*Interruptions*) we will postpone it to the 9th.

SHRI CHATURANAN MISHRA: Sir, before it is postponed, I would request you to give one directive that the Government should set up a committee to examine this question why, on the one hand, economic growth will be there and on the other, the people below the poverty line also will grow. This aspect of the matter must be examined. (*Interruptions*).

SHRI VIREN J. SHAH: The Minister should come prepared on the 9th. (*Interruptions*).

SHRI GURUDAS DAS GUPTA: Sir, there should be a categorical directive that the Minister informs the House about the impact of the growth rate. We would like to discuss the impact of the growth rate. (*Interruptions*).

MR. CHAIRMAN: The Minister would answer what is within the scope of the question. It is not a debate. We will take it up on the 9th. Now, I move to the next question, Q. No. 302.

Revision in Advertisement and Telecasting Fees

*302. SHRIMATI VEENA VERMA :
SHRI SUSHILKUMAR SAMBHAJIRAO SHINDE:

Will the Minister of INFORMATION AND BROADCASTING be pleased to refer to answer to Unstarred Question 291 given in the Rajya Sabha on 14th March, 1995 and state the details of the revised rates indicating the reasons and rationale thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): A statement is laid on the table of the House.

Statement

As part of its endeavour to maximise its commercial earnings, Doordarshan revised its rate structure w.e.f. 1st April, 1995. The major revisions are as under:—

DD—1

I. *Saturday Hindi Feature Film :*

(i)	Sponsorship fee (per half hour)	Rs. 6 lakhs
(ii)	Spot Buy (per 10 Seconds)	Rs. 1.10 lakhs

II. *Super-A category:*

(i)	Sponsorship fee (per half hour)	Rs. 2.40 lakhs
(ii)	Free Commercial Time	90 Seconds
(iii)	Spot Buy (per 10 seconds)	Rs. 70,000

†[The question was actually asked on the floor of the House by Shrimati Veena Verma]

III. 'A' *Special :*

(i)	Sponsorship fee (per half hour)	Rs. 2 lakhs
(ii)	Free Commercial Time	90 seconds
(iii)	Spot Buy	Rs. 60,000

IV. *Mega Serials :*

The Super 'A' and 'A' Special sub-categories have been clubbed into one:

(i)	Sponsorship fee (per half hour)	Rs. 2.60 lakhs
(ii)	Free Commercial Time	120 seconds
(iii)	Spot Buy (per 10 seconds)	Rs. 85,000

DD—II

I. *Film Based :*

(i)	Sponsorship fee (per half hour)	Rs. 2.60 lakhs
(ii)	Free Commercial Time	90 seconds
(iii)	Spot Buy (per 10 seconds)	Rs. 60,000

II. *Serials :*

(i)	Sponsorship fee (per half hour)	Rs. 2.5 lakhs
(ii)	Free Commercial Time	120 seconds
(iii)	Spot Buy (per 10 seconds)	Rs. 60,000

SHRIMATI VEENA VERMA: Sir, Doordarshan has issued a new rate card, effective from 1st of March, 1995, allegedly in view of the fact that a few serials and programmes with a high television rating, were monopolising rating and advertisements and money and 90 per cent of the Doordarshan advertisement revenue was being generated by a handful of programmes and the producers were laughing all the way to the bank. Now, this hike in the rates has given rise to a spate of protests from the telecasting entrepreneurs that this increase would make the business of television software production for Doordarshan economically unviable for 75 per cent of the producers. In the light of this protest, Doordarshan reportedly toned down the hike a little in respect of sponsorship rates of the Hindi feature films only. I would like to know from the hon. Minister from which representative body or prominent producers such protests were received. What were the main points made out by them and why had the sponsorship rate in respect of the feature films alone been toned down and why was proportionate reduction not allowed in respect of Doordarshan software?

SHRI K. P. SINGH DEO: Sir, a large number of representations keep on coming to Doordarshan. I don't have the specific information with me. I will have to get it from Doordarshan. There are a number of representations which keep on coming throughout the year. If I know the period and the specific information sought for, I can lay the same on the Table of the House.

MR. CHAIRMAN: Please inform the Minister the period for which you want the information.

SHRIMATI VEENA VERMA: Sir, the former Minister of Information and Broadcasting, Shri Vidyacharan Shukla, now the Minister of Parliamentary Affairs, had, on 25th February, 1995, while inaugrating the National Convention on AIR and Doordarshan, indicated that the Government would soon lay down a comprehensive broadcasting and telecasting policy in the light of the recent Supreme Court judgement, envisaging complete autonomy for AIR and Doordarshan, to convert the electronic media into an independent professional organisation, in a way, to enforce the Prasar Bharati Act, and on that occasion, the noted film director, Ramesh Sharma, while welcoming the privatisation of electronic media, cautioned that the unbridled privatisation could lead to cross-commercialisation and tabloid television and that private organisation could not take care of social obligations which were being realised in the West. The T.V. entertainment programmes would also be guided by the motto, "More viewership, more profit and less the quality." So, I would like to know from the hon. Minister what the thinking of the Government is about the liberalisation and privatisation of the electronic media on the lines of the Prasar Bharati Act.

SHRI K. P. SINGH DEO: Sir, as has been mentioned earlier, before the Session broke up for 24 days, I made a commitment here in this House that we were bringing in a comprehensive broadcasting law which would also take into consideration the recent Supreme Court judgment and the views of the hon. Members, when we were passing the Cable T.V. Bill. First, I will have to go to the Cabinet, Sir. The paper on the comprehensive law is ready. We will go to the Cabinet and then we shall bring it here. And all the observations made by the hon. Member as well as the hon. Supreme Court will be incorporated in that law.

श्री सुशील कुमार संभाजीराव शिंदे : सभापति महोदय मैं मंत्री जी से आपके माध्यम से पूछना चाहता हूं कि फ्री कामर्शियल टाइम जो 150 सेकेण्ड दे दिया था पहले अभी आपने शायद 90 सेकेण्ड कर दिया है मैक्सिमम यह आपके रिकार्ड से पता चलता है कि उसके ऊपर ज्यादा से ज्यादा 120 सेकेण्ड किया है 150 नहीं है। तो मैं यह पूछना चाहता हूं कि ऐसी बहुत कंप्लेंट्स आती हैं कि जो एक पर्टिकुलर फ्री कामर्शियल टाइम दिया होता है, उसके अलावा कहीं स्पेशल इंटरेस्ट रखकर आपका जो ऐडवर्टाइजमेंट डिपार्टमेंट है कुछ स्पेशलाइज्ड जो लोग हैं उनको ही ज्यादा ऐडवर्टाइजमेंट मिलती है, इस प्रकार की आपके पास कोई कम्पलैन्ट आई है ? या आप इस तरह का कहीं विशिष्ट प्रोविजन रखते हैं, एक ही उदाहरण मैं देता हूं कि कहीं एक प्रोड्यूसर है, उसी को वह स्लाट मिल जाता है क्या ? ऐसी कोई कम्पलैन्ट आई है आपके पास ? यदि आ गई हो तो आपने क्या ऐक्शन ले लिया है इन लोगों के खिलाफ ?

SHRI K. P. SINGH DEO: Sir, as far as I am concerned, I have received no complaints, but I will have to find out from the Doordarshan whether they have received any complaints because Doordarshan has full autonomous functioning and as far as the advertisements.....

SHRI VIREN J. SHAH: Could you please tell us since when it has become autonomous?

SHRI SUSHIL KUMAR SAMBHAJI RAO SHINDE: It is a fact. What the Minister is telling us is correct.

SHRI K. P. SINGH DEO: As far as the rate structure is concerned, it is determined by a number of factors, including the type of the Network, demand of advertisement time and popularity of the individual programme. Sir, before the Doordarshan fixes the rate—it is done periodically— it is assessed, evaluated, and depending on the market and the acceptability of the viewer in the market, consultations are held with the producers and the advertising agencies and, therefore, it is only after due consultations and taking note of the points made that they come to a decision. They have given a notice of about three to four weeks and then it comes into being and then it is accepted. If there is any specific allegation to that effect, Sir, I will be too happy to enquire into it and bring it to the notice of the House.

SHRI RAJNI RANJAN SAHU: Mr. Chairman, Sir, the hon. Minister has just now said that the rates are being fixed based on market, consultations, etc., etc. I would like to know the rationale behind fixing these rates of sponsorship fee, and also spot-wise, and whether there is any consideration of keeping such a scene away so that it may not allure the villagers. Has he got anything in mind? Now, television is going to the rural areas also. So, things like balanced feature film, Super 'A' category 'A' Special, etc. have to be considered while selecting feature films. I would like to know whetehrer the hon. Minister considers all these things.

SHRI K. P. SINGH DEO: Sir, the hon. Member has answered his own question. He has mentioned the very factor which determines all this. I am sure, the Doordarshan is very much aware that it goes to the rural areas because at the moment we are covering 80 per cent of the population and all the population does not live in the urban areas.

SHRI RAJNI RANJAN SAHU: What is the rationale of fixing it?

SHRI K. P. SINGH DEO: Sir, he has answered his own question.

श्री जनेश्वर मिश्र : सभापति जी, दूरदर्शन पर जो विज्ञापन आते हैं वे बहुत ही सतही भोंडेपन के शिकार हो गये हैं। क्योंकि विज्ञापन रेट के बारे में सवाल है, मैं बताना चाहता हूं कि कुछ गम्भीर विज्ञापन आते हैं और कुछ बहुत ही भोंडे विज्ञापन आते हैं। जैसे एक विज्ञापन आया, जिसमें एक छोटे बच्चे ने अपनी मां से पूछा, मां सच्चाई क्या है तो मां अपने अनुभव से हमाम साबुन लेकर दिखा दिया कि यह सच्च है। टूथ एक वेल्यू है। अगर वह हमाम साबुन पर टिका दे विज्ञापन के जरिये तो क्या यह भोंडापन नहीं है। क्या ऐसे भोंडे विज्ञापन के लिए महंगे रेट और दूसरे जनता में प्रचार के लिए जो विज्ञापन हों, उसके लिए सामान्य रेट रखने पर मंत्रालय विचार करेगा?

SHRI K. P. SINGH DEO: Sir, what is the exact thrust of the question?

I am sorry. Sir, I would like to know what the exact thrust of the question is.

MR. CHAIRMAN: What is the truth

श्री जनेश्वर मिश्र : दूरदर्शन पर दो तरह के विज्ञापन आते हैं। एक तो बहुत ही भोंडे होते हैं और दूसरे सात्विक होते हैं, प्रचार के लिए जैसा हुआ करता है, धंधे में। मैंने सत्य के बारे में बताया कि हमाम साबुन दिखा दिया। महात्मा गांधी इसके लिए आखिर तक संघर्ष करते रहे। ऐसा भोंडापन दूरदर्शन से विज्ञापन के माध्यम से प्रचरित हो इसके लिए क्या रेट महंगा रखा जायेगा और जो सामान्य होंगे, उनके रेट सामान्य रखे जायेंगे ?

श्रीमती चन्द्रिका अभिनन्दन जैन : खासकर महिलाओं को जिस तरह से एडवर्टीजमेंट में दूरदर्शन पर दिखाया जाता है, यह बहुत गलत किया जाता है। मंत्री महोदय, इस बारे में बतायें ?

MR. CHAIRMAN: You can put another question.

SHRI K. P. SINGH DEO: Sir, I am not still very clear on the thrust of the question. Is the hon. Member saying that Hamam should not be.. (*Interruptions*). I would like to understand the question.

श्री जनेश्वर मिश्र : यह मेरा सवाल समझ नहीं पा रहे हैं। इनके दूरदशन के विज्ञापनों के बारे में बता रहा, सच्चाई के मामले में, छोटे-छोटे बच्चों को मिसगाइड कर रहे हैं, सत्य के बारे में, ट्रुथ के बारे में। क्या इस तरह के विज्ञापनों पर पाबन्दी लगायेंगे और इनके रट महेंग रखेंगे, अन्य विज्ञापनों की तुलना में ? क्या सरकार इस पर विचार कर रही है?

MR. CHAIRMAN: He is saying that kind of advertisement should not be encouraged and the rates should be raised so that they are not made use of.

SHRI K. P. SINGH DEO: Sir, Doordarshan is also a commercial organisation apart from being a public broadcaster. I shall certainly convey the views of the hon. Member to them to come to a conclusion and I will report back.

SHRI V. NARAYANASAMY: Mr. Chairman, Sir, the hon. Minister has quoted various figures or sponsorship.

SHRI K. P. SINGH DEO: I have not quoted any figures.

SHRI V. NARAYANASAMY: It is there in his reply.

Sir, Doordarshan telecasts various programmes. It is being done through sponsorship. But, other private channels, whether it is the Star TV or any other channel, do it through other satellites. Sir, compared to the figures of private channels, the figures that have been quoted by the Doordarshan are high. Therefore, they are not able to get more advertisements. The hon. Minister himself has said that it is a commercial organisation and they would like to work on it. Therefore, I would like to know about this from the Minister. The figures quoted by them, according to my information are high when compared to Star TV and other private channels which are beaming programmes. They are getting more advertisements than the Doordarshan. What is he going to do in respect of improving the programmes and also for the purpose of getting more advertisements for Doordarshan?

SHRI K. P. SINGH DEO: A number of steps have been taken to improve the programmes. Now, more and more programmes are being given to private producers who have to keep in view the interests of the viewers, the advertisers and the sponsors. If the programmes are not good, it will not find acceptability. In the last Session I had quoted the example of a programme which had been runing for 12 years in the United States. It was the programme called Dallas. It did not even run for 12 weeks in India. So, the acceptability of a programme in America may be something different. The acceptability in England may be different. The public in India may require a different thing. The producers are not entirely from the Doordarshan. Private producers have to keep in mind the quality of the programme as well as its acceptability. As far as revenue is concerned, we do not have any information regarding the rates charged by private companies. I shall be only too grateful to the hon. Member, Shri Narayanasamy,—since, he knows about the rates of Star TV and Zee TV—if he could let us know about them so that we could compare them. We shall certainly try to be market—friendly. This is what I will instruct the Doordarshan also.

श्रीमती चन्द्रिका अभिनन्दन जैन : महोदय, मंत्री जी से मैं यह पूछना चाहती हूं कि क्या रेट एडवर्टिजमेंट पर लगता है ? इसके साथ ही यह

प्रश्न भी इसके साथ जुड़ा हुआ है कि किस किस्म के एडवर्टिजमेंट को हम बताना पसन्द करेंगे । लगता है कि इसके ऊपर कोई पाबन्दी नहीं है । कई कानून बने हुए हैं, कई गाइड-लाईस हैं, कई कोड आफ कन्डक्ट्स है, लेकिन इसके ऊपर कोई पाबन्दी नहीं है । मेरे हिसाब से, एक महिला होने के नाते मैं बताना चाहती हूं कि एडवर्टिजमेंट का जिस तरह से उपयोग या दुरूपयोग हो रहा है, उसको हम नजर-अंदाज नहीं कर सकते खासतौर पर महिलाओं का जो उपयोग हो रहा है, उनक भद्दा प्रदर्शन होता है, वैलगैरेटी आफ-सीन किंग के एडवर्टिजमेंट आते हैं, तो क्या मंत्री जी इस बात पर गौर करेंगे और इस पर कोई पाबन्दी लगायेंगे ।

SHRI K. P. SINGH DEO: Sir, all programmes on the Doordarshan as well as the advertisements are covered by the programme code approved by the Government and which is laid on the Table of the House from time to time. In 1978, it was done for the first time. A few amendments had been made after that. Any programme or advertisement which violates this programme code is not shown on the Doordarshan. I do not know about the other TV Channels which do not come under the purview of this programme code. Now that the Cable TV Bill has been passed by both the Houses and it will soon become an Act, all TV Channels will have to meet the requirements of the programme code. This will cover the advertisements as well. If there are any violations, action can be taken as per law.

*303. *[The questioner (Shri Sushil Kumar Sambhajirao Shinde) was absent. For answer, vide Cole....infra]*

*304. [The questioner (Shri Suresh Pachouri) was absent. For answer, vide Col.....infra].

*305 *[The questioner (Shri S. Muthu Mani) was absent. For answer, vide Col. . . . . infra]*

Loss incured by NTC

*306. DR. MURLI MANOHAR JOSHI:†
SHRI TRILOKI NATH CHATURVEDI:

Will the Minister of TEXTILES be pleased to state:

(a) what is the amount of assistance or grant in aid given by Central Government to NTC/units of NTC;

(b) the amount of accumulated loss incurred by the National Textile Corporation in 1991-92, 1992-93 and 1993-94;

(c) the break-up of net loss among the units of NTC during the above period; and

(d) the steps Government propose to take and have already taken to remedy the situation and with what results?

THE MINISTER OF TEXTILES (SHRI G. VENKATSWAMY): (a) to (d) A statement is laid on the Table of the House.

STATEMENT

(a) As on 31-3-1995, Government have provided a total amount of Rs. 4330.12 crores, towards cash loss reimbursement, modernisation, V.R.S., controlled cloth subsidy, interest subsidy, working capital loans, etc.

(b) The accumulated loss suffered by NTC in 1991-92, 1992-93 and 1993-94 was Rs. 2320.52 crores, Rs. 3005.04 crores and Rs. 3790.94 crores respectively.

(c) A statement marked 'A' giving net losses suffered by the N.T.C. mills during 1991-92, 1992-93 and 1993-94 is attached.

(d) the Textile research Associations had prepared modernisation plans for

†[The question was actually asked on the floor of the House by Dr. Murli Manohar Joshi]